

## ORDER



**Orders**  
**Order / Rev:** 725218  
**Alt Order #:** 06398087  
**Product Desc:** SHERROD BROWN/SENATE  
**Estimate:**  
**Flight Dates:** 10/29/12 - 11/04/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Shorr, Johnson, Magnus/POL  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St. #602  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Friends of Sherrod Brown  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	10	\$15,375.00	\$13,068.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$15,375.00	\$13,068.75	0.00
<b>Totals</b>	<b>10</b>	<b>\$15,375.00</b>	<b>\$13,068.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/30/12	10/30/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,700.00	P-1	0.00	NM	1	\$6,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----		1				\$6,700.00		0.00			
E 2	WKYC	10/29/12	11/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		2				\$1,400.00		0.00			
E 3	WKYC	10/29/12	11/02/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	MTWTF--	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		1				\$475.00		0.00			
E 4	WKYC	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$1,600.00		0.00			
E 5	WKYC	11/03/12	11/04/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p (10:30 AM-6:00 PM)	-----SS	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----SS		1				\$500.00		0.00			
E 6	WKYC	11/03/12	11/03/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$650.00		0.00			

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Advertiser: Friends of Sherrod Brown  
 Product Desc: SHERROD BROWN/SENATE  
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WKYC	11/03/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,400.00		0.00						
E 8	WKYC	10/29/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	1		\$600.00		0.00						
													Totals	10	\$15,375.00